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## FCC LAUNCHES BROADCASTER L-E-A-R-N PROGRAM TO OFFER IN-DEPTH RESOURCES & SERVICES TO BROADCASTER COMMUNITY ABOUT THE UNIQUE FINANCIAL OPPORTUNITIES OF INCENTIVE AUCTIONS

Announces first LEARN Program Workshop will be held on Friday, October 26th

(Washington, D.C.) - The Federal Communications Commission today announced the official launch of the Broadcaster LEARN (Learn Everything About Reverse-Auctions Now) Program. The LEARN Program is designed to offer broadcasters valuable information about the unique financial opportunities of incentive auctions and engage the broadcaster community throughout the entire incentive auction planning, design and execution processes.

FCC Chairman Julius Genachowski said, "Incentive auctions are a win for broadcasters – both those that will take advantage of a once in a lifetime financial opportunity, and those that will choose to continue to be a part of an even healthier and diverse broadcast marketplace. We are focused on ensuring that the incentive auction process is open, transparent, and data-driven, and are committed to educate all stakeholders, including through the Broadcaster LEARN Program, which is designed to inform and empower broadcaster decision-makers as they participate in our comment process and consider this business decision."

Incentive auctions are a policy innovation that came out of the FCC's National Broadband Plan and became the foundation for legislation that was signed into law in February 2012. These auctions are a market-based tool designed to offer financial opportunities to broadcasters who volunteer spectrum for auction by the FCC to wireless carriers. Participating broadcasters would then receive a portion of the auction proceeds.

The first LEARN Program workshop is scheduled for Friday, October 26, 2012. More details on this workshop will be announced soon. In addition, the Commission has launched a new webpage, <a href="https://www.fcc.gov/LEARNprogram">www.fcc.gov/LEARNprogram</a>, which will serve as a central resource for a collection of auction-related material, including:

- Dates and time for onsite and online FCC and third-party education sessions
- Links to live, interactive webinars
- Incentive Auction FAQs
- Archived FCC presentations & webcasts
- A summary of proposed auction designs
- Rule-makings and related FCC proceedings
- Links to helpful third-party material
- A dedicated email box for questions (learn@fcc.gov)

Materials for the LEARN Program will continue to develop and be supplemented over time, and additions to the website will be announced as they become available.